



Town of Arlington, Massachusetts
730 Massachusetts Ave., Arlington, MA 02476
Phone: 781-316-3000

webmaster@town.arlington.ma.us

04/19/2011 Minutes

Arlington Uncle Sam Committee Minutes of Meeting
 April 19th 2011 - 8pm
 Town Hall 2nd Floor Conference Room

Present: McKinney*, McCrory*, Hillis*, Weber.
 * Indicates present

Uncle Sam Design Materials

The Laurence McKinney discussed and passed around the designs/prints of the following materials :

- Uncle Sam Logo
- Uncle Sam Buttons
- Uncle Sam Stamp

After a short design competition, Marshall Zidel's designs for a better Uncle Sam logo were approved and were used for the new letterhead and business cards. A different version was used for the new Uncle Sam buttons that have been produced for the Committee at an approx cost of \$197.00 by Beantown Marketing and Promotions. Mr. McKinney distributed samples.

Committee member Bobby Hillis gave a brief background on the history of the name of the Town.

Lighting up our Uncle Sam Statue

Laurence McKinney discussed the correspondence he had with new DPW Chief Michael Rademaker with regards to Hugh McCrory's idea add a spotlight on our Uncle Sam Statue. Mr. Rademaker has to deal with severe budget constraints but a single spotlight could be added within an existing energy conservation project to improve lighting in that very area and he's working on it.. McKinney to report to Town meeting.

Uncle Sam in the News:

Laurence McKinney reported there have been three newspaper stories about the Committee and our work, two in the Advocate and one on the Boston Globe. When entertainer-pundit Glenn Beck asked Arlington's Sean Harrington why Arlington was so patriotic, he told all 2.3 million views it's birthplace of Uncle Sam. The Committee offers its thanks to Mr. Harrington for his help spreading the word. More recently, at the Patriot's Day parade, Senator Markey was pleased to receive, and wear, the new Uncle Sam pin.

Tourism/Byways Related Activities

Laurence McKinney discussed tourism related activities of the Uncle Sam Committee members in the prior months and their effort to raise the profile of Arlington's well know historical and popular figure Sam Wilson. These included, but not limited to, the following :

- Attended five of six meetings of the "Arlington Scenic Byway/Tourism/ Economic Development Committee" and contributed to their mission statement .
- Attended nearly all of the Massachusetts Area Planning Council (MAPC) meetings concerned with the Battle Road Scenic byways effort. We distributed the new Uncle Sam buttons at the final open house to representatives from Arlington, Lexington, Lincoln, and Concord.
- Wrote a letter of support to the Amanda Lewis of the Department of Conservation and Recreation on Oct 23 regarding the grant for signage on the minuteman bikeway ("Navigating the Minuteman Bikeway - A program of User information").

Uncle Sam Day

Rep. Sean Garbally met with three members of the Committee and has promised to do everything can to file and pursue efforts to create an Uncle Sam Wilson day on September 13 on the calendar of the Commonwealth. We were able to discuss the status (in the State legislature) of the proposal to have an Uncle Sam Day officially recognized by the Commonwealth. .

Preparing for Town Day.

The committee discussed this years Town Days and resolved to have a presence this year, especially since we have some funds remaining from the \$500 that Town Meeting appropriated for the Uncle Sam Committee.

"Sam Wilson Plaza"

In addition to lighting the statue, the committee discussed the idea (proposed by Mr McKinney) to name the area around the Uncle Sam statue as "Wilson Plaza". The recent economic development study has focused on this very area, and out multiple meetings with the MAPC representatives have shaown that Arlington needs more tourist "destinations". For the price of a sign Arlington could grealy increase the promotion of its famous son. The committee then agreed that the name "Sam Wilson Plaza would even be more appropriate. This will be an ongoing effo

Fund Raising.

Pointing out that there is very little the town can do to fund our work, McKinney then discussed the possibilities of involving the local business community (for example ...local banks, restaurants and the Chamber of Commerce) in some fundraising for the Uncle Sam committee and it activities to raise the profile of Uncle Sam (Wilson) in Arlington and beyond.

New Business:

Recruitment of new volunteers for the Uncle Sam committee and it's activities

Respectable Signage at the entrance to Arlington stating that this is the home of Uncle Sam.

Hugh McCrory 4/19/11 cc Uncle Sam Comm Members, Town Web Site